



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43205

Contract # 331837

Schedule Dates 09/19/12-09/24/12
Advertiser POL/K Rothfus/R/Congress (13160)
Agency Strategic Media Placement (3469)
Product Political - Federal Candidate (1067)
Brand POL/K ROTHFUS/R/CON/PA (130629)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE, WHITNEY
Phone/Fax /
CPE 2697
Account Types National/Political
Billing Type Standard
Comments

KEITH ROTHFUS 9/18
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06320983
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,766.25
Net Total \$10,008.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012 15 \$11,775.00
Grand Total: 15 \$11,775.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	5:59A- Channel 11 News 6am					1	1			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/18/12
2.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	7A- 8A (EST)					1	1			2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/2	9/18/12
3.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	6P- 5:30P (EST)					1	1			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 5-530P/3	9/18/12
4.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	5:30P- 6P (EST)					1	1			2	\$600.00	\$1,200.00	Pittsburgh (WPXI)	NEWS 530-6P/4	9/18/12
5.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	5:58P- Channel 11 News At 6pm M-F				1	1	1			3	\$775.00	\$2,325.00	Pittsburgh (WPXI)	NEWS 6-630P/5	9/18/12
6.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	6:59P- Jeopardy					1	1			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	JEOP 7-730P/6	9/18/12
7.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	7:30P- WHEEL OF FORTUNE	2			X	X	X			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	WHEEL 730-8P/7	9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.